

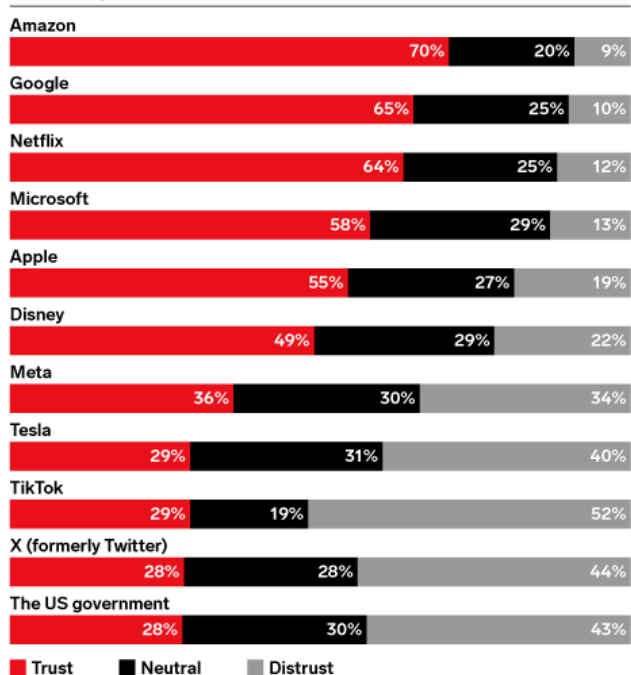
# More adults trust Big Tech and media companies than the US government

Article



## Trust Levels of US Adults for Big Tech Brands/Media Companies vs. the US Government, May 2024

% of respondents



Note: n=1,000 ages 18+; numbers may not add up to 100% due to rounding  
Source: All About Cookies, "Big Tech Trust: Survey Shows Wide Range Of Skepticism Toward Silicon Valley Companies And Their CEOs," May 28, 2024

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**Key stat:** 70% of US adults trust [Amazon](#), according to May 2024 data by All About Cookies. Amazon ranks the highest in consumer trust, following [Google](#) (65%) and [Netflix](#) (64%)—higher than trust in the US government (28%).

### Beyond the chart:

- US adults trust many companies—including Amazon, Google, and Apple—with their personal and financial data more than they do the US government, the same data by All About Cookies found.
- 70% of US adults have little or no trust in companies to use AI responsibly, per October 2023 report by the Pew Research Center. Despite the widespread use of AI at major tech and media companies, consumers still remain trustful of them overall.

**Use this chart:** Marketers can use this chart to align their investments with companies that hold positive consumer sentiment, whether it's through [retail media](#) ads on Amazon, search ads on Google, or [connected TV \(CTV\)](#) ads on Netflix.

## Related EMARKETER reports:

- [US Amazon Ecommerce Forecast 2024](#) (Subscription required)
- [Gen Z Technology and Media Preferences 2024](#) (Subscription required)

*Note: Respondents were asked, "How much do you trust the following tech or media companies?"*

*Methodology: Data is from the May 2024 All About Cookies report titled "Big Tech Trust: Survey Shows Wide Range Of Skepticism Toward Silicon Valley Companies And Their CEOs." 1,000 US adults ages 18+ were surveyed online during April-May 2024.*